

ABSTRACT OF THE DISCLOSURE

An image display apparatus and method is disclosed that can prevent shot-sneaking of an image displayed by a projector apparatus. The projector apparatus embeds, into an original image as a display image for which a color space of R, G, and B is used to reproduce a color, a display image portion in which the same color is represented with another color space of R, Cy, and B by color space conversion as a shot-sneaking preventing image portion. The shot-sneaking preventing image portion looks in the same color as that of the original image to the visual sense of the human being. However, the color component values of R and B are different in terms of the color component values of R and B between the color space of R, G, and B and the color space of R, Cy, and B. Therefore, for example, if a camera, which picks up an image in accordance with the R, G, B method is used to pick up an image of the display image, then the picked up display image is reproduced in a color different from the original color.